BTEC Assignment Brief

Qualification	BTEC International Level 3 Foundation Diploma in Esports BTEC International Level 3 Diploma in Esports BTEC International Level 3 Extended Diploma in Esports
Unit number and title	Unit 20: Esports Enterprise Launch Learners must have completed *Unit 5: Enterprise and Entrepreneurship in the Esports Industry* before completing this unit
Learning aims	**A** Develop values and ethics for esports enterprises **B** Set up a supply chain for esports enterprises **C** Negotiate purchases for esports enterprises
Assignment title	Going Global
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Esports World Ltd. are expanding their portfolio on the hunt for entrepreneurs with original and exciting esports business ideas. They are holding a competition in the hope of discovering people with innovative ideas who can turn these into reality and enter the global marketplace. You should decide on an innovative esports enterprise you would like to start up and complete the following tasks as your entry to the competition.

Task 1	Esports World Ltd. want be sure that your enterprise is built on strong values and ethics as they feel that these are important features in the global marketplace. You should prepare a report that sets out the core values and ethical code that your enterprise will adopt. The report should go on to evaluate the affect and impact of these values and ethics on your chosen enterprise. Ethical areas to focus on might include accounting, marketing, purchasing, sustainability, diversity etc. You should consider in detail both the positive and negative effects of these values and ethics on your enterprise.
Checklist of evidence required	● Core values and ethics report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
20/A.D1	Evaluate the impact of core values and ethical code on the start-up of own esports enterprise.
20/A.M1	Analyse how the core values and ethical code impact on own esports enterprise
20/A.P1	Describe the values that underpin own esports enterprise
20/A.P2	Create the ethical code to be adopted by own esports enterprise

Task 2	Esports World Ltd. now want to see you demonstrate your skills in

	purchasing and negotiation as these are two key areas that you will need to be proficient in to start your enterprise and make it successful. You should produce a purchase plan that itemises all the things that you will need to start up your enterprise. The plan should take account of: • capital expenditure i.e. equipment, vehicles, furniture etc. • services i.e. internet, telecommunications etc. • consumables i.e. packaging, stationery, marketing materials etc. For each item, you should provide a justification for the purchase and provide valid reasoning for your decisions relating to areas such as choice of supplier, costs, availability, quality, scope for restocking, reliability, ethical considerations etc. You should then procure the goods and services you require as detailed in your purchasing plan. When procuring and acquiring these, you must deal with actual suppliers and apply negotiation tactics to get the best deal possible for your enterprise. This might involve exploring competitors, setting own parameters, offering concessions etc. After you have procured and acquired your goods and services, you should reflect on the process and evaluate the appropriateness of your purchases and your negotiation skills and abilities. You should draw on relevant evidence to support your points.
Checklist of evidence required	• Purchasing plan with justifications • Evidence of negotiation when procuring goods and services e.g. observation records, video evidence, email trails • Evaluative report relating to purchases made and negotiation skills

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
20/BC.D2	Evaluate purchases made and negotiation tactics used for own esports enterprise
20/B.M2	Make justified decisions about purchasing for own esports enterprise
20/C.M3	Use pre-planned negotiation tactics whilst procuring an item
20/B.P3	Plan purchasing required to set up own esports enterprise
20/C.P4	Procure items, using negotiation techniques, required to set up own esports enterprise
Sources of information to support you with this Assignment	**Websites** britishesports.org/ esportsobserver.com redbull.com/gb-en/ ukie.org.uk/ excelesports.com/ researchgate.net/ businessballs.com/strategy-innovation/quick-business-plan-or-operational-plan-template/

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